

Welcome to the 10th Annual **Vision Zero Fleet Safety Forum**



Wednesday, October 8th, 2025 **Queens Theatre**

Flushing Meadows Corona Park, Queens, NY

Program Agenda

7:30 am **Registration, Networking & Breakfast**

**8:30 am -
12:30 pm** **Welcome Remarks**

Louis A. Molina, Commissioner, NYC Department of Citywide Administrative Services

Camille Joseph Varlack, Deputy Mayor of Administration, Chief of Staff and Special Counsel, City of New York

Peter Goldwasser, Executive Director, Together for Safer Roads

Keith Kerman, Deputy Commissioner, Fleet Management and Chief Fleet Officer, NYC Department of Citywide Administrative Services

Safe Driver Awards

Featured Speaker - Driving Change: A Unified Approach to Safer Roads in a Technological Era

Lorraine Martin, CEO, National Safety Council

Accelerating Enforcement, the Rise in Regulations for Super Speeders

Erin LaFarge (Moderator), Director of Safety Policy, NYC DOT

Alexander Epstein, Surface Transportation Safety Lead, U.S. DOT Volpe National Transportation Systems Center

Maria Kaufer, Member, Families for Safe Streets

Melissa Shear, Sr. Attorney Advisor, DC Highway Safety Office

Mitch Morisset, Vice President, MagTec Products Inc.



Program Agenda

Featured Speaker - Advancing Safety Through Visibility: The Role of High-Visibility Vehicles and Safety Technology in Modern Fleet Strategy

Brian Fenster, Product Manager - Connected Fleets, McNeilus Truck and Manufacturing

Fireside Chat - The Future of Autonomous Driving and Road Safety

Matt Walsh, Regional Head of State and Local Public Policy, Waymo

Matthew W. Daus, Transportation Technology Chair at the City University of New York's (CUNY) Transportation Research Center of The City College of New York

Too Much Tech? Choosing the Right Tools for Safer Roads

Natalie Draisin (Moderator), Director, North America Office & United Nations Representative, FIA Foundation

Jordi Lombarte, EVP & Senior Technical Advisor, Autoliv

Angie B Byrne, Transportation Safety Professional, Toole Design Group and former Program Analyst at the US DOT Volpe Center

Eric Richardson, Road Safety Advisor Together for Safer Roads; Co-Chair Health and Safety Committee and Membership Director International Association of Transportation Regulators

Fireside Chat - The Now & Future of Driver Safety in Extreme Temperatures

Dr. Douglas J. Casa, CEO of the Korey Stringer Institute and Board of Trustee, Distinguished Professor of Kinesiology at the University of Connecticut

Cormac Gilligan, Global Head of Environmental, Health & Safety at UPS

12:30 pm
- 2:00 pm

Lunch, Networking, Vehicle Ride Alongs & Exhibits



Program Agenda

2:00 pm **Breakout Sessions**

Choose from breakout sessions that delve into key topics and provide insights from expert speakers in a focused setting.

License to Skill: The Future of Fleet Safety Training – Main Auditorium

Jessica Whitaker (Moderator), Co-Owner/Senior Instructional Designer, qworky.io

Catalina Garcia, Global Director of Corporate Affairs, AB InBev, and Board Director, AB InBev Foundation

Joanna Cornell, Vice President of Safety and Security, Transdev US

Eric Richardson, Road Safety Advisor Together for Safer Roads Co-Chair Health and Safety Committee and Membership Director International Association of Transportation Regulators

Sal Mastriani, Vice President of Risk Management, Interstate Waste Services

From Crash-Test Dummies to Cab Design: Designing Trucks for a Changing Workforce – Cabaret Room

Enjoli DeGrasse (Welcome Remarks) Directory of Safety, National Waste & Recycling Association

Bryan Fenster (Moderator) Product Manager - Connected Fleets, McNeilus Truck and Manufacturing

Analia Jarvis, Manager Government Affairs Regulatory & Ratings, AutoLiv

Ali (Alyssa) Brodeur, Engineering Psychologist, Transportation Human Factors, U.S. DOT Volpe Center

Becky Mueller, Senior Research Engineer, Insurance Institute for Highway Safety

Malissa Gibson, Regional Sales Manager, Loadmaster

3:00 pm **Close Out & Networking**



Speakers



Louis A. Molina, Commissioner, Department of Citywide Administrative Services (DCAS)

Appointed in June 2024, Louis A. Molina is the commissioner of the New York City Department of Citywide Administrative Services (DCAS). Hailing from the Bronx, Molina has dedicated his career in public service to work on behalf of his fellow New Yorkers. A former New York City police officer and detective, Molina has been invested in service for nearly 25 years.

As DCAS commissioner, Molina helms an agency committed to ensuring that city government works for all New Yorkers, this includes managing the City's civil service system, reducing greenhouse gas emissions from city government operations, operationalizing fleet services to support all City agencies, overseeing the City's real estate portfolio, and leveraging the City's purchasing power to ensure that all agencies have the goods and services they need to deliver on their respective missions, and more.

Under New York City Mayor Eric Adams' administration, Molina served as the commissioner of the New York City Department of Correction and was later promoted in October 2023 to serve as the City's Assistant Deputy Mayor for Public Safety. Prior to these appointments, Molina served as Chief of the Department of Public Safety for the City of Las Vegas, where he oversaw the city's jail, deputy city marshal police force and Animal Protection Services.

Molina is a decorated veteran of the U.S. Marine Corps. He received a Bachelor of Arts degree in Philosophy from Chaminade University, a Master of Public Administration from Marist College School of Management, a Master of Arts degree in Human Rights Studies from Columbia University Graduate School of Arts and Sciences, and studied abroad at the University of Cambridge, United Kingdom. He was a U.S. Department of Justice/Office of Justice Programs National Institute of Justice Scholar and in 2020 received a scholarship from the Harvard Business School Fund for Leadership and Innovation in completion of his studies at Harvard Business School General Management Program.



Speakers



Camille Joseph Varlack, Deputy Mayor for Administration, Chief of Staff and Special Counsel for the City of New York.

Camille Joseph Varlack is the Deputy Mayor for Administration, Chief of Staff and Special Counsel for the City of New York. Among her other responsibilities, she has led the administration’s response to the ongoing migrant crisis, coordinates citywide natural disaster and storm management, and oversees a portfolio of 20 offices, agencies, and commissions. She previously served as senior advisor for operations to the Chancellor of the New York City Department of Education, where she worked on a variety of matters, including advising the administration on COVID-19 operations within New York’s public schools and the successful execution of the Summer Rising program.

Ms. Varlack was a founding partner and former chief operating officer of a litigation boutique where she led the firm’s business advisory, employment, risk, and crisis management practices. In that capacity, she represented large financial institutions and other clients in government investigations, civil litigation, employment disputes, and audit defense.

Ms. Varlack previously served in the New York State Executive Chamber as Deputy Director of State Operations, Chief Risk Officer and Special Counsel. In that capacity, she managed the operations, general policy development and related implementation for 60+ New York State agencies and authorities. Ms. Varlack was responsible for leading teams through statewide crises including natural disasters, storm response, potential terrorist activities, cyber attacks, and a multitude of public health crises. As Chief Risk Officer she managed audit, compliance and internal control issues for state agencies and was led the development and implementation of the first statewide enterprise risk management system.

Ms. Varlack earned her Juris Doctor from Brooklyn Law School, where she served as a Senior Editor for the Brooklyn Journal of International Law and a Bachelor of Arts in English from the State University of New York at Buffalo. She is a former Assistant District Attorney in Kings County. Ms. Varlack currently serves as a Trustee for the State University of New York, which is the largest comprehensive university system in the United States.



Speakers



Keith Kerman, Deputy Commissioner and Chief Fleet Officer, NYC Department of Citywide Administrative Services (DCAS)

Keith Kerman is a Deputy Commissioner at the Department of Citywide Administrative Services (DCAS) and NYC's first Chief Fleet Officer, serving 50 agencies including NYPD, FDNY, and DSNY. NYC's fleet is nearly 29,000 units, \$1+ billion in annual expenditure, and 1,800 staff. NYC Fleet is a national leader in EV adoption, charging, telematics, biofuels, Vision Zero, and shared services.

Keith is a permanent civil servant in his 32nd year including 17 with NYC Parks managing Citywide Operations. Keith has now served in senior roles under four NYC Mayors. Deputy Commissioner Kerman is an original member of the Citywide Vision Zero task force and under his leadership, the city's fleet has reduced serious collisions and injuries through a comprehensive Safe Fleet Transition Plan (SFTP) developed in partnership with the US DOT Volpe Center.

As NYC DOT focuses on the re-design of roadways for safety, DCAS is focusing on the re-design of cars and trucks for safety. Deputy Commissioner Kerman has made DCAS the national leader in truck side-guards, intelligent speed assistance (ISA), and live telematics tracking, with over 29,000 vehicles monitored through the DCAS Fleet Office of Real Time Tracking (FORT).

Through the SFTP, the city has implemented more than 100,000 safety enhancements including truck surround cameras, back up cameras, automatic braking, and pedestrian avoidance systems. Under his oversight since 2012, over 115,000 city fleet operators have taken a full day defensive driving class that reviews Vision Zero and best practices for driver safety. Among many steps, DCAS has barred hands-free phone operation by City fleet operators.

In 2019, Keith received the Sloan Public Service Award, often referred to as the Nobel Prize for NY public service. In 2021, Keith received a national Climate Leadership Award from the Climate Registry, C2ES, and Bloomberg Philanthropies. In 2022, Keith received a Legendary Lifetime Achievement Award through a vote of his peers nation-wide and presented by Government Fleet Magazine. Keith was named to City & State's NY Transportation 100 list in 2022, 2023, and 2024. In 2024, NHTSA recognized Keith for his safety efforts, and the National Fleet Managers Association (NAFA) recognized NYC for the nation's greenest fleet. Most recently, DCAS received the Excellence in Safety Award from the National Safety Council in September 2025.

Keith is from Massachusetts and Harvard College, as is his wife Denise, a lawyer who works for Bloomberg LP. Keith and Denise have two children, Todd and Keith.



Speakers



Peter Goldwasser, Executive Director, Together for Safer Roads

Peter Goldwasser is the Executive Director of Together for Safer Roads (TSR). Peter has two decades of experience working across the public and private sectors, advising companies, non-profits and individuals on how to make a positive impact on the toughest social issues.

Prior to joining TSR, Peter ran his own consultancy, the PNG Group, providing counsel to executives at leading transportation, entertainment and technology companies on social, political and business affairs, while working with community stakeholders to transform challenging and diverse ideas into concrete strategies and actions.

Peter has also served as Deputy Director at Cities of Service, a national nonprofit of Bloomberg Philanthropies working with cities across the country to create effective volunteer-based initiatives to strengthen community resilience; advised Girl Rising, a global advocacy non-profit dedicated to empowering girls through education; and served as Chief Program Officer in the Office of Policy and Strategic Planning under former NYC Mayor Michael Bloomberg where he directed multi-agency efforts addressing education, immigration and anti sex-trafficking. Before working in city government, Peter was General Counsel and political director at Transportation Alternatives, the nation's premier cycling and pedestrian advocacy organization.

An avid supporter of public libraries, he has served in various leadership positions at the Brooklyn Public Library (BPL). Through his service, he led the creation of BPL's first ever national Literary Prize. From 2018 to 2020, he chaired the NYC Board of the national non-profit Back on My Feet, which addresses homelessness through the power of running and essential services. He holds a J.D. from the Benjamin N. Cardozo School of Law and received his BA from New York University. Peter Lives in Brooklyn, NY, with his wife and daughter where he can be found running, cycling and attempting to garden.



Speakers



Lorraine Martin, CEO, National Safety Council

Lorraine Martin is the CEO of the National Safety Council, a nonprofit with a century-long legacy of eliminating preventable deaths and injuries from the workplace to anyplace. Throughout her 35 years of experience in aerospace, including leading and developing global and international businesses as an executive at Lockheed Martin, Martin has been singularly focused on showing up for safety and supporting employees to reach their full potential.

As a leader of NSC, Martin is passionate about helping people live their fullest lives. She is the chair of the Road to Zero Coalition, with more than 2,000 organizations focused on eliminating roadway fatalities. She spearheads national conversations on eliminating workplace fatalities through promising technologies, addressing impairment and safety leadership.

Over her career she has led global aircraft and complex system development and manufacturing, always with a focus on the safety of employees and those who used the products, often in high consequence environments. Among her top achievements, Martin led the largest defense program for the F-35 Lightning II stealth fighter aircraft. She also spearheaded the successful operational and cultural integration of Sikorsky, a global leader in helicopters.

Lorraine currently serves on the Board of Directors and Compensation Committee at Kennametal, a \$2.4 billion global materials science firm that serves customers across aerospace, earthworks, energy, general engineering and transportation. Lorraine also serves on the Nomination and Governance Committee and as the lead independent director on the Board of Directors for IperionX, a U.S.-based exploration and mining services company working to be the leading developer of low-to-zero carbon, sustainable and low-cost critical materials focused on titanium, for advanced American industries, including aerospace. She is a member of the Federal Aviation Administration committee dedicated to examining the development of safety regulations for commercial spaceflight.

Martin is honored to have served as an officer in the U.S. Air Force, where she held various leadership positions for software-intensive technology and development programs. She earned a master's degree in computer science from Boston University and a bachelor's degree in computational mathematics from DePauw University.



Accelerating Enforcement, the Rise in Regulations for Super Speeders

At the 2024 Vision Zero Fleet Safety Forum, ISA took the spotlight after NYC DCAS announced the results of its two-year-long pilot study, which demonstrated a 64% decrease in speeding across all vehicles including the 150 worst speeders in the fleet. In the year since, ISA has become the mechanism of choice for Super Speeder bills in states across the nation.

This legislation compels the worst speeding drivers in each state to install ISA in their vehicle and curtails their dangerous behavior. This movement has crossed political aisles and been enacted in unique ways across the country. During this panel, we will hear more about these state efforts and the important role ISA can play in law enforcement and safety.

Moderator



Erin LaFarge, Director of Safety Policy, NYC DOT

Erin Bersak LaFarge is the Director of Safety Policy at the New York City Department of Transportation (NYC DOT), where she leads the development and implementation of Vision Zero initiatives, including automated enforcement, legislative policy, and data-driven safety strategies for all road users. Previously, she served as Deputy Chief of Vehicular Crimes at the Manhattan District Attorney's Office, where she spent 16 years prosecuting advanced vehicular crimes and seeking justice for victims and their families, and was instrumental in the creation of the Vehicular Violence Accountability Act. As a Certified Child Passenger Safety Technician, Erin is also committed to promoting child safety through proper car seat use. She holds a J.D. from Columbia University and an M.P.A. from NYU, equipping her with a unique blend of legal expertise and public policy acumen to drive meaningful change in transportation safety.



Speaker



Alex Epstein PhD, Surface Transportation Safety Lead, U.S. DOT Volpe National Transportation Systems Center

Dr. Alexander Epstein joined the US Department of Transportation Volpe Center in 2011, where he leads transportation safety research and deployment partnerships with local, state, and federal transportation agencies. Dr. Epstein oversees research, analysis, and demonstration partnerships with fleets, industry, and nonprofits to assess the safety and sustainability benefits of improved vehicle designs and technologies, and he leads or supports coordinated research in support of multiple DOT operating administrations, linking local implementation with federal stakeholders and best practices. Dr. Epstein directly supports several cities' and states' Vision Zero initiatives as well as the National Roadway Safety Strategy to prevent traffic fatalities and injuries.

Speaker



Maria Kaufer, Member, Families for Safe Streets

Maria Kaufer is a community organizer and social impact advocate. She is a passionate fighter for social, economic, and political justice, and has been a dedicated grassroots community organizer and advocate for decades. Maria's organizing, advocacy, and leadership skills developed over the course of her professional work as a paralegal and then as a Registered Dietitian Nutritionist; she honed those skills during the 13 years that she served as a grassroots New York City Public Schools parent leader, serving on Parents Association Executive Boards and School Leadership Teams at each of her child's schools as well as an elected parent member, Treasurer, and Communications Committee Chair of Community Education Council 28 in Queens County. She was a lead organizer of the successful Census 2020 Outreach/Complete Count efforts in Central Queens, New York. And in 2021 and 2022, Maria was a founding and steering committee member of the Central Queens Redistricting Coalition, which advocated for fair election districts for all New Yorkers. She was an inaugural and is a continuing member of the Queens Borough President's Queens Civic Engagement Committee, which serves to inform and educate community residents, organizations, and stakeholders of the most pressing civic issues facing Queens communities, and seeks to ensure civic involvement and inclusion of all communities in the conversation.

Maria is a survivor of traffic violence and a member of Families for Safe Streets' New York City Policy & Advocacy Committee. She also serves as a Harmed Party Surrogate/Ambassador in the Circles for Safe Streets restorative justice process, a joint project of the Center for Justice Innovation and Families for Safe Streets.



Speaker



Melissa Shear, Senior Attorney Advisor and Acting Director, DC Highway Safety Office

Melissa is a nationally recognized leader in traffic safety law and policy. As the Senior Attorney Advisor and Acting Director of Washington, DC Highway Safety Office Melissa provides legal and strategic guidance on federally funded traffic safety programs, legislative initiatives, and interagency collaboration. For more than 15 years, Melissa has also served as DC's Traffic Safety Resource Prosecutor delivering technical assistance and training to thousands of prosecutors, law enforcement officers, and other criminal justice stakeholders. She has litigated countless impaired and reckless driving cases and co-authorized a national monograph on HIPAA and impaired driving. Prior to her role with the Highway Safety Office Melissa was an Assistant Attorney General at the DC Office of the Attorney General prosecuting a variety of misdemeanor traffic offenses, including impaired and reckless driving cases and operating drug court. Earlier in her career, Melissa was an Assistant Corporation Counsel for the New York City Law Department where she prosecuted a variety of felony and misdemeanor cases and litigated complex employment matters in federal and state courts.

Her contributions to public safety have been recognized with the Metropolitan Police Department's Medal of Merit, the Office of the Attorney General's Team Spirit award, and multiple youth leadership and public service honors.

Melissa graduated from Indiana University, Bloomington where she received a Bachelor of Arts Degree in Psychology and Criminal Justice. She received her juris doctorate from New York Law School. While originally from Baltimore, Melissa resides in Bethesda, MD with her husband, two teenage sons, and Havanese pup Countess Luann.

Speaker



Mitch Morisset, Vice President, MAGTEC Products Inc.

Mitch Morisset is the Vice President of MAGTEC, a Calgary-based leader in advanced vehicle control technology. Since joining the company in 1997, he has helped deliver innovative fleet safety solutions, including SafeSpeed ISA that helps prevent speeding, one of the industry's greatest challenges. With nearly three decades of experience, Mitch brings a practical, customer-focused approach to making transportation safer and more efficient.



Speakers



Bryan Fenster, Product Manager - Connected Fleets,
McNeilus Truck and Manufacturing

Bryan has spent 17 years in the waste industry focused on training and safety of drivers, along with ensuring they have the best tools and knowledge to always make the safe decisions on the road. Prior to his current position with Oshkosh / McNeilus, he worked for many years as safety director at Republic Services and driver training manager at Allied Waste.

In his current role at McNeilus Truck and Manufacturing, he advocates for and advances best-in-class vehicle design, where safety is paramount, setting a model for the broader industry. As chair of TSR's Direct Vision Leadership Council, he plays a critical role in driving efforts to reduce blind zones and improve visibility standards in fleet vehicles.



Speakers



Matt Walsh, Regional Head of State & Local Public Policy, Waymo

Matt has been at Waymo since 2023, and has been responsible for leading Waymo's state and local government affairs work across the eastern US. Matt joined Waymo after serving as Government Relations Lead for the Northeast at Accenture, where he was responsible for managing Accenture's regulatory objectives at the state and local level as well as supporting their health & public service sales division. Previously, Matt served as Vice President at CMW Strategies, a lobbying firm based in New York City, where he was responsible for leading legislative and regulatory lobbying efforts across the firm focusing on a range of corporate, transportation, and technology clientele.

Prior to joining the private sector, Matt held several senior roles in both state and local government in New York including the State Assembly, New York City Department of Transportation, and the NYC Law Department.

Speaker



Matthew W. Daus, Transportation Technology Chair at the City University of New York's (CUNY) Transportation Research Center of The City College of New York

Matt currently serves as Transportation Technology Chair at the City University of New York's (CUNY) Transportation Research Center of The City College of New York, where he conducts research, and continues to be extensively published as an expert on ground transportation regulation and technology. As a CUNY Distinguished Lecturer from 2010-2018, he taught courses on transportation history, policy, sustainability, for-hire regulation and technology. Mr. Daus also continues to serve, since 2009, as President of the International Association of Transportation Regulators (IATR), a non-profit educational peer group of government transportation regulators from around the world promoting best regulatory and innovative practices. Mr. Daus is the longest serving Commissioner/Chair/CEO of the New York City Taxi and Limousine Commission (TLC), where he served from 2001-2010. Prior to his tenure as Commissioner, Mr. Daus served in many other executive and counsel positions in NYC government for almost 20 years, including: General Counsel to the TLC and the NYC Community Development Agency; Special Counsel to the TLC and NYC Trade Waste Commission; NYC Human Rights Prosecutor; and Commissioner of the NYC Civil Service Commission. Mr. Daus is a partner at Windels Marx Lane & Mittendorf, LLP, where he founded and chairs the Transportation Practice Group since 2010.



Too Much Tech? Choosing the Right Tools for Safer Roads

Autonomous vehicles, intelligent speed assistance, AI-enhanced cameras and telematics, today's world offers a vast array of safety technologies that can help keep drivers, and the people they share the road with, safer. But, as they look to balance innovation with real world realities and constituencies, how can fleet operators evaluate and decide between their options?

What technologies do drivers find helpful to drive safer? What technologies best protect people outside of vehicles: Walking, biking, scooting, or rolling on our shared streets? Recognizing the financial imperatives, what technologies do insurance companies find insightful, either to avoid a crash or prove fault in the case of a claim? What technologies can be deployed easiest, fastest, or at scale?

In this panel, hear from experts from across key constituencies debate and discuss these critical questions as we look to find the right balance.



Moderator



Natalie Draisin, Director, North America Office & United Nations Representative, FIA Foundation

Natalie leads global efforts to advance evidence-based solutions that improve public health through safe, sustainable mobility. At the FIA Foundation, she creates initiatives to fill gaps in the field.

Leading road safety advocacy at the United Nations, she has engaged with over one hundred Missions and secured safe mobility as part of the Sustainable Development Goals. She supported the creation of the first United Nations internal road safety strategy. To encourage the World Bank to require stronger safety measures in their five billion USD of road safety funding, she garnered support from over 40 bipartisan US representatives.

She serves on various executive committees, boards, and panels, and has published peer-reviewed papers, op-eds, guidance, and reports on road safety, gun violence, gender equity, and obesity prevention. She has a BA, MPH, and MBA from Johns Hopkins University, where she was recognized as the 2015 Outstanding Recent Graduate of the Johns Hopkins University Bloomberg School of Public Health.

In 2023, Natalie received the TSR Global Vision Zero Leadership Award, and in 2021, she was globally recognized as a Remarkable Woman in Transportation by TUMI (Transformative Urban Mobility Initiative).

Speaker



Jordi Lombarte, EVP & Senior Technical Advisor, Autoliv

Mr. Lombarte joined Autoliv in 1992 after graduating from Escola Tecnica Superior d'Enginyers Industrials de Terrasa, Spain, with a Master's Degree in Mechanical Engineering. Throughout his over 30 years at Autoliv, Jordi has held various engineering leadership positions and has been based in Europe and North America. Before becoming Senior Technical Advisor to the CEO, he served as the CTO, and prior to that as the Vice President of Engineering for Autoliv Passive Safety. He has played a pivotal role in advancing Autoliv's safety technologies and engineering capabilities.



Speaker



Angie B. Byrne, Safety Practice Lead, Toole Design, and former Program Analyst at the U.S. DOT Volpe Center

Angie has a passion for integrating systems approaches and public health into transportation safety. Prior to joining Toole Design, Angie spent 18 years at the U.S. Department of Transportation, where she played a critical role in developing the National Roadway Safety Strategy and operationalizing the Safe Streets and Roads for All grant program. During her time at U.S. DOT, she worked with and across multiple modal administrations, primarily with federal grant programs, specializing in identifying how to utilize multidisciplinary approaches to addressing safety challenges. She has a master's in public health from The Ohio State University.

Speaker



Eric Richardson, Road Safety Advisor Together for Safer Roads Co-Chair Health and Safety Committee and Membership Director International Association of Transportation Regulators

Mr. Richardson has over 15 years experience in road safety including his past tenure as the NYC Deputy Chief Fleet Officer. He has spoken at numerous international fleet events including at IATR's annual conferences the last three years, Fleet Vision International in London, Fleet Forward, Lifesavers, and Government Fleet Expo on issues regarding fleet and road safety. He was awarded the 2023 Automotive Fleet/AALA Fleet Safety Award and in April 2025 Mr. Richardson was awarded with the "Freedom of London" recognizing his global work in the transportation sector. Eric recently represented IATR and Together for Safer Roads at UNITAR's global Fleet Safety Training Programme workshop hosted by the Ministry of Transport of Nigeria.

In addition to his work at Together for Safer Roads and IATR, Eric also serves as a Strategic Mobility Advisor for the Transportation Practice Group at Windels, Marx, Lane, and Mittendorf LLP.



Fireside Chat: The Now & Future of Driver Safety in Extreme Temperatures

As the New York Mayor's Office of Climate & Environmental Justice states, New York is getting warmer and wetter due to climate change, with more extreme weather events to come. The issue of heat-related illness and injury among fleet drivers (and other outdoor workers) is becoming more prevalent with these rising temperatures and extended heat seasons.

Heat stress impairs driving ability and cognitive function, and older drivers or drivers with medications face higher risks. Through simple, low-cost measures, risk can be lessened, along with regulations from individual companies. What do these interventions and regulations look like? How can technology be leveraged to keep drivers healthy and safe?

Speaker



Dr. Douglas J. Casa, CEO of the Korey Stringer Institute and Board of Trustee, Distinguished Professor of Kinesiology at the University of Connecticut

Dr. Casa is the CEO of the Korey Stringer Institute (since it was founded in 2010) and is a Board of Trustees Distinguished Professor of Kinesiology (began at UCONN in 1999) at the University of Connecticut. Dr. Casa was inducted into the NATA Hall of Fame in June 2024.

The mission of the KSI (ksi.uconn.edu) is to provide research, education, advocacy, and consultation, to maximize performance, optimize safety, and prevent sudden death for the athlete, warfighter, and laborer. Additionally, he is the editor of a book titled: *Preventing Sudden Death in Sport and Physical Activity* (2nd edition, 2017), published by Jones & Bartlett in cooperation with the American College of Sports Medicine.

Continued on next page.



Speaker (Contd.)

Another recent book titled Sports and Physical Activity in the heat: Maximizing Performance and Safety was published by Springer in the winter of 2018. His latest book- Elite Soccer Players: Maximizing Performance and Safety was published by Routledge in 2020. Dr. Casa has published about 400 peer-reviewed publications/book chapters and presented more than 700 times on subjects related to maximizing performance in the heat, exertional heat stroke, heat-related illnesses, preventing sudden death in sport, and hydration. He has an H-index of 69.

As a licensed athletic trainer Dr. Casa has successfully treated 405 cases of exertional heat stroke (with 0 fatalities). In addition, from 2018 through 2021 he served on the International Olympic Committee Adverse Weather Impact Expert Group for the Olympic Games Tokyo 2020 (took place in 2021) that focused on the extreme heat anticipated for these games.

Speaker



Cormac Gilligan, Global Head of Environmental, Health & Safety at UPS

Cormac Gilligan is the Global Head of Environmental, Health & Safety (EHS) at UPS, a role he has held since October 2021. He oversees the development and execution of UPS's global EHS strategies, safeguarding the well-being of more than half a million employees worldwide.

Prior to UPS, Cormac spent over five years at PepsiCo, where he served as Vice President, Global Environment, Health & Safety, and earlier led EHS efforts across multiple regions including Asia, the Middle East, Africa, and Europe. He began his career in safety and security roles at Visa. Cormac holds a BSc in Occupational Safety & Health from London South Bank University and a BSc in Applied Physiology from the Institute of Technology, Carlow. His leadership is defined by active collaboration—he advocates listening to frontline workers, continuous improvement through technology like virtual reality training, and fostering internal networks to build a strong, proactive safety culture.



License to Skill: The Future of Fleet Safety Training

Great drivers aren't born—they develop. But the best results come when training starts at the top. License to Skill flips the script on traditional driver training, moving beyond outdated, one-size-fits-all content to deliver engaging, evidence-based learning that builds good habits from day one.

You'll explore the latest innovations—real-world storytelling, gamification, interactive driver-centered content—and see how to adapt training to your fleet's unique risks and operations.

Then, we connect the dots: Leadership and management is the engine that makes training stick. Drawing on the global FOCUS on Fleet Safety program, we'll show how safety leadership, ongoing development, and smart use of technology create a culture where safe driving thrives.

Walk away with practical strategies, fresh ideas, and a roadmap for combining leadership development with modern driver training to deliver measurable safety gains.



Moderator



Jessica Whitaker, Co-Owner/Senior Instructional Designer, qworky.io

Jessica L. Whitaker, M.A., is a seasoned learning and development leader, instructional designer, and organizational psychologist with nearly two decades of experience advancing workplace safety and performance. She currently serves as the Co-Founder and Chief Development Officer of Qworky (Qworky.io), a company dedicated to delivering large-scale, customized safety programs for organizations in high-risk, safety-sensitive industries. Under her leadership, Qworky has become a trusted partner to Together for Safer Roads (TSR), where she co-develops and implements TSR's flagship FOCUS on Fleet Safety Program, a globally recognized initiative to improve fleet safety outcomes.

Jessica's career began in curriculum design and organizational performance improvement, where she developed hundreds of training programs for clients across transportation, manufacturing, healthcare, aerospace, and energy sectors. Her work has ranged from designing NASA's first Safety Culture e-learning course to creating award-winning training campaigns for Fortune 500 companies. She is also the creative force behind engaging leadership development content, safety culture initiatives, and multimedia learning experiences that have won industry recognition including Telly and Aurora Awards.

A graduate of Appalachian State University with both a Master's in Industrial and Organizational Psychology and Human Resource Management and a Bachelor's in Psychology with minors in Business Management and Statistics, Jessica is also a certified PHR professional. She remains active in professional associations including SIOP, SHRM, and the APA. Through her work, Jessica continues to merge cutting-edge instructional design with behavioral science to drive measurable safety improvements at scale.



Speaker



Catalina Garcia, Global Director of Corporate Affairs, AB InBev

Catalina Garcia is the Global Director of Corporate Affairs at AB InBev and the Board Director of its Foundation. Most of her work centers on implementing AB InBev's corporate affairs and social impact strategies, focusing on social norms marketing, road safety, entrepreneurship, and the foundations ecosystem across six zones. In addition, she manages AB InBev's partnerships with several United Nations agencies and multilateral organizations like the IDB and directs the company's global responsible drinking strategy.

She holds a degree in industrial engineering from Javeriana University in Bogota, Colombia, and has worked for several multinational companies in the consumer goods, mining, technology, and communications sectors. Ms. Garcia has served on several global boards. She is currently at the Social Marketing Association of North America (SMANA), Business for Impact at Georgetown University, IAVE, and Latimacto. She is co-author of the *How Business Can Drive Inclusive Growth* and has contributed to several publications in Social Marketing.

Speaker



Joanna Cornell, Vice President of Safety and Security, Transdev US

Joanna Cornell is an accomplished safety executive with more than 15 years of experience in Environmental Health & Safety (EHS) leadership. Currently serving as Vice President of Safety and Security at Transdev, Joanna has a proven track record of aligning safety strategies with business goals, enhancing compliance, and driving operational excellence. Her career includes key roles at UPS, where she led global fleet safety and future technology initiatives. Joanna holds both a BS and MS in Safety Science from Indiana University of Pennsylvania and has completed executive education programs at Yale and Emory. She also teaches part-time at her alma mater, sharing her expertise with the next generation of safety professionals.



Speaker



Eric Richardson, Road Safety Advisor Together for Safer Roads
Co-Chair Health and Safety Committee and Membership Director
International Association of Transportation Regulators

Mr. Richardson has over 15 years experience in road safety including his past tenure as the NYC Deputy Chief Fleet Officer. He has spoken at numerous international fleet events including at IATR's annual conferences the last three years, Fleet Vision International in London, Fleet Forward, Lifesavers, and Government Fleet Expo on issues regarding fleet and road safety. He was awarded the 2023 Automotive Fleet/AALA Fleet Safety Award and in April 2025 Mr. Richardson was awarded with the "Freedom of London" recognizing his global work in the transportation sector. Eric recently represented IATR and Together for Safer Roads at UNITAR's global Fleet Safety Training Programme workshop hosted by the Ministry of Transport of Nigeria.

In addition to his work at Together for Safer Roads and IATR, Eric also serves as a Strategic Mobility Advisor for the Transportation Practice Group at Windels, Marx, Lane, and Mittendorf LLP.

Speaker



Salvatore Mastriani, Vice President of Risk Management, Interstate
Waste Services

Salvatore Mastriani is responsible for overseeing all aspects of Risk Management and Compliance across all IWS operations. With a career in the insurance and risk management industry that began in 1989, Sal brings over three decades of experience in risk mitigation, auditing, claims management, compliance, and underwriting. He joined IWS in 2013 and has since played a pivotal role in shaping the company's approach to safety and risk. Sal is highly engaged within the industry and has contributed significantly to several professional organizations and committees, including SWANA, NWRA, RIMS, ANSI, the New York State Solid Waste Association, and the BIC Safety Committee. He currently serves as a Board Member for the National Waste & Recycling Association (NWRA). A recognized thought leader in the field, Sal was a key contributor to the development of the BIC Safety Manual and is regularly sought after for his expertise by leading safety initiatives and forums, including the NYC Safety Symposium and the NYC Vision Zero program. Notably, he collaborated with Councilman Rodriguez on the Vision Zero initiative, serving as a committee member to support New York City's traffic safety goals.



From Crash-Test Dummies to Cab Design: Designing Trucks for a Changing Workforce

For decades, the standard crash-test dummy has been designed for a stereotypically male body, leading to vehicle designs that can unexpectedly pose risks to female and shorter drivers. In recent years, newer designs, based on the principles of Universal Design, have been developed to better represent the realities of the driving public.

For commercial fleet vehicles, a similar evolution is necessary as women increasingly join the ranks of professional CDL drivers, and large fleets are increasingly developing built-for-purpose vehicles to address the operational needs of their drivers. From seat and equipment adjustability, to visibility, to console placement, this wider pool of drivers requires redesign.

In this workshop, learn how vehicle design is changing and how rethinking design standards and assumptions can improve safety for all drivers.

Welcome remarks by Enjoli DeGrasse from the National Waste & Recycling Association.

Moderator



**Bryan Fenster, Product Manager - Connected Fleets,
McNeilus Truck and Manufacturing**

Bryan has spent 17 years in the waste industry focused on training and safety of drivers, along with ensuring they have the best tools and knowledge to always make the safe decisions on the road. Prior to his current position with Oshkosh / McNeilus, he worked for many years as safety director at Republic Services and driver training manager at Allied Waste.



Speaker



Analia Jarvis, Manager Government Affairs Regulatory & Ratings, AutoLiv

Analia Jarvis is the Manager of Governmental Affairs Americas for Autoliv ASP, the world's largest automotive supplier, where she advocates and educates stakeholders on emerging automotive safety regulation and rating topics for the region. Before her current role, her work at Autoliv included oversight of the test department and development of automotive restraint systems in a wide range of crash impact categories and requirements. Analia began her career at Honda R&D Americas. Analia is a proud alumna of Illinois Tech, where she earned her BS in Mechanical Engineering.

Speaker



Becky Mueller, Senior Research Engineer, Insurance Institute for Highway Safety

Becky Mueller is a senior research engineer at the Insurance Institute for Highway Safety. She develops new crash tests for IIHS vehicle ratings that reflect unaddressed real-world scenarios in which injuries occur. Her work led to an updated side test and the first passenger-side frontal test in the Institute's suite of evaluations. Becky is currently researching injuries of vulnerable road users, new brain injury metrics, and the role of blind zones in vulnerable road user crashes. She is a SAE fellow, member of the inaugural Purdue Engineering's 38 by 38 class and Outstanding Mechanical Engineer.



Speaker



Malissa Gibson, Regional Sales Manager, Loadmaster

Malissa has 18 years of experience in the waste and recycling industry and is currently a Regional Sales Manager for Loadmaster. She is a member of the NWRA Women's Council and a member of the NWRA Safety and Standards group. In addition, Malissa serves as the Co-Chair for the Women's Council Women in Waste & Recycling and is a collaborator with NWRA and Together for Safer Roads on the Cab for All project.

Speaker



Ali (Alyssa) Brodeur, Engineering Psychologist, Transportation Human Factors, U.S. DOT Volpe Center

Ali Brodeur is an Engineering Psychologist at the U.S. Department of Transportation's Volpe National Transportation Systems Center, where she leads the Virtual Reality Laboratory within the Transportation Human Factors division. She designs and directs human subjects experiments that examine how drivers and vulnerable road users perceive their environment, make decisions, and behave in dynamic traffic environments. A central focus of her research is driver visibility and blind zones around a wide range of vehicle types, quantifying what drivers can actually see, how that visibility changes across vehicle designs and model years, and how reduced direct vision influences pedestrian and bicyclist detection and crash risk. These visibility assessments have supported municipal and state direct vision studies and star rating frameworks for vehicles. Her work investigates how vehicle and infrastructure design, policy, and new technologies can reduce crash risk and improve safety. She collaborates with city, state, and federal agencies, fleet managers, manufacturers, and other researchers to translate laboratory findings into actionable safety insights and operational procurement goals, with the aim of right-sizing vehicles and leveraging technology to better align vehicle design and selection with community needs.



Global Vision Zero Leadership Award



Each year, Together for Safer Roads presents the Global Vision Zero Leadership Award to an individual who has made deep seated, broad-based, inspiring contributions to the global Vision Zero movement.

We are proud to announce **Estrella Merlos, Global Policy Senior Specialist and Global Head of Transport and Road Safety and Deputy Head of the CIFAL Network for the United Nations Institute for Training and Research (UNITAR)** as this year's awardee.

Estrella Merlos is being recognized for her strong support of reaching Vision Zero goals across the globe and tireless commitment to creating scalable, innovative road safety solutions grounded in capacity building, stakeholder engagement and partnership development.

At UNITAR, she has advanced programs and initiatives that directly support the Second Decade of Action for Road Safety, including the Partnership for Action on Road Safety, the Safe Mobility for All & 4 Life, and the Fleet Safety Global Training Programme, which was developed in partnership with Together for Safer Roads and is based on TSR's FOCUS on Fleet Safety program. The first training under this global initiative was held in July 2025 in Nigeria, bringing public and private sector leaders from multiple nations together to strengthen fleet safety practices. She has also championed effective, technology-based safety tools such as VR training for youth and law enforcement officers, helping communities worldwide make measurable progress toward eliminating traffic-related deaths and serious injuries.

We congratulate Estrella for this well deserved honor.

Lenin Fierro Vision Zero Fleet Advocacy Award



The Lenin Fierro Vision Zero Fleet Advocacy Award is presented annually to an individual who has the leadership, positivity, commitment, approachability and personal dedication to transforming organizations towards the goals of Vision Zero.

The award being presented is named in honor of the late Lenin Fierro, a former NYC DCAS employee, a true champion of road safety, father of two daughters, loving husband, Navy veteran, colleague, and friend to all he met, who lost his life due to COVID 19 in March 2020.

This year's award winner is Bryan Fenster, Project Manager of Connected Fleets at McNeilus Truck and Manufacturing, Inc.,

Bryan is being honored for his outstanding commitment as a champion of fleet safety throughout his long career in the waste and recycling industry, during which he has demonstrated creative, passionate, and effective leadership. In his current role at McNeilus Truck and Manufacturing, he advocates for and advances best-in-class vehicle design, where safety is paramount, setting a model for the broader industry. As chair of TSR's Direct Vision Leadership Council, he plays a critical role in driving efforts to reduce blind zones and improve visibility standards in fleet vehicles.

We congratulate Bryan for this well deserved honor.

Congratulations to the top **100 safest drivers** from Fiscal Year 2025 for their outstanding commitment to safety and excellence on the road. Driver's here represent eight City agencies: **DEP, DHMH, DHS, DOB, OTI, DOT, DPAR, & NYCHA**

On-stage honorees: James Broderick Jr., Joseph Casaceli, Louis DiNapoli, Sean Glasgow, Sergiy Motorin

James Allen
Janeen Almanzar
Christopher Amoroso
Victor Anguiano
Samer Arief
Peter Aro
Kenneth Artemchuk
Nicholas Barbaro, Jr.
Dion Battey
Frank Becerra
Carl Belle
John Bennett
Oren Boujo
Charmaine Brown
Nicholas Burgher
Ronda Carmichael
John Castiglione
Michael Causa
James Ciccarello
Abraham Coen
Darlene Crisci
Mariano D Angelo
Nicolas Dagher
John D'Amico
Charles Davis
Elhadj Diallo
Gregory Douglas
Ted Dowey
Alfred Ferguson
Yevgeniy Floryak
Errol Franklin
Olumide Gadpaille

Joseph Gambino
Rosy Gelin
Alferid Ghobryal
Joseph Giandomenico
Gerardo Gonzalez Nunez
Ronald Grand-Champ
Ronald Hall
Peter He
Trevor Hendrickson
Khoa Hoang
Joseph Homsey
Marek Jankowski
Gregg Jensen
Adrien Jeremy
Felix Jerez
Hasani Joseph
Rana Khan
Rizwan Khan
Brian Koch
Erick Labrada
Charles Lagiusa
Socrates Landestoy Mora
Hong Li
Godwin Lowe
Felix Lubo Jr
Jarrel Mack
Randolph Mahne
Natan Mandelbaum
Barron Manning
Andrew Mathieu
Michael Matrone
Jordan Molinari

Monique Liverman
Tri Ngo
William Ocasio
David Padgett
Saurin Parikh
Vladislav Parts
Vishnu Persaud
John Peterson
Linh Phan
Laron Phillips
Richard Quarcoo
Aref Riazi
Edwin Rodriguez
Joseph Ruggero
Rui Santos
Sahadat Sayem
Mark Schiele
Randolph E. Scott
Rawle Searles
Paul Silvers
Sergey Sorokin
Lester Suares
Jun Tsang
Asad Var
Cristian Vidal Ocampo
Jorge Villafane
Alexander Volfson
Shilo Williams
John Wilson, III
Zurina Yusoff
Felix Zeygeril



We are deeply grateful to everyone who helped produce the
2025 Vision Zero Fleet Safety Forum

We would like to recognize all of our speakers and the agencies that serve on the New York City Vision Zero Task Force.

- Department for the Aging (NYC Aging)
 - Business Integrity Commission (BIC)
 - City Hall
- Department of Citywide Administrative Services (DCAS)
- Department of Health & Mental Hygiene (DOHMH)
 - Department of Transportation (DOT)
 - Mayor's Office of Operations
- Metropolitan Transportation Authority (MTA)
- New York County District Attorney's Office
 - NYC Health + Hospitals (H+H)
 - Police Department (NYPD)
 - Sheriff's Office
- Taxi & Limousine Commission (TLC)

Thank you to DCAS Fleet for their work on Vision Zero initiatives.

Thank you to Stantec's Kate Fillin-Yeh and Sarah Rieble for their work and support in planning this event.

And a special thanks to the Queens Theatre for hosting us.

